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Abstract

The online versions of computerised role-playing games have in recent years become the new and most lucrative wave in game developing business. They make both the consumers and the developers happy – consumers get games that stay interesting for considerably longer whereas developers can prolong games' lifespan and collect a continuous stream of profit with new pricing methods. Many of these games are developed by small start-ups, that have been born into a new kind of a business environment which is sometimes completely virtual and usually immediately international.

The purpose of this study is to describe, in relation to CCP (Crowd Control Productions), massively multiplayer game developing as a young field of business. The online marketing techniques that are apt for a new MMPG (massively multiplayer game) developer are also presented. This thesis is written from a very practical point of view, to help CCP – an Icelandic start-up game developer – in the process of developing its game product and online marketing. The first part of the thesis describes massively multiplayer role-play gaming as a phenomenon and as a young field of business. It presents CCP, for whom this thesis was originally written, its game project EVE, the competition, the market and the outside forces that influence the field. The second part concentrates on online marketing of an MMPG, the targets that CCP has and the means for reaching those targets. This thesis was for most parts written in 2000-2001. It was carried out as a deskwork, the most important resources being the Internet and CCP itself.

Key words	Games, Online gaming, role-playing, online marketing, start-ups
Further information	